

Crystal Dimeler Davidson

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## Product design leader with a knack for solving problems with engineers in mind and humans at heart.

### SKILLS

**Design Leadership**

**UI/UX Design**

**GenAI/LLM**

**User Research & Testing**

**Userflows**

**Wireframing**

**Prototyping**

**Design Systems**

**Accessibility**

**Figma**

**Adobe Suite**

**Looker**

**Mixpanel**

**Hubspot**

**Zapier**

### EXPERIENCE

#### **Director of Design**

**The LegalTech Fund • May 2024 – Present (6 months)**

Spearheaded product design sprints for portfolio companies resulting in increased sales and funding. Key partner on product design and strategy for internal incubation products with an LLM focus.

#### **Staff Product Designer**

**Exos • May 2016 – May 2024 (8 years)**

Led design for a new B2C wellness coaching app and coach-facing dashboard, balancing data-driven insights and technical requirements to deliver lean and impactful solutions for users. This led to significant user growth with a 40,000-member base and an impressive average NPS score of 60 in a B2C product. Advocated for users' needs, supported by comprehensive data analysis, user research, and usability testing. Cultivated strong cross-functional partnerships with PMs, engineers, data scientists, content, marketing, and sales teams.

#### **Product Design Consultant**

**Self-employed • January 2019 – May 2024 (5 years, 3 months)**

Collaborated with startups to develop key screens and prototypes for web and mobile apps, delivering high-quality and user-friendly designs.

#### **Assistant Graphic Designer**

**Under Armour • October 2013 – April 2016 (2 years, 6 months)**

Crafted premium products through independent trend research and sales analysis. Responsible for color execution across multiple seasons and managed women's patterns in 150+ stores.

### EDUCATION

**Bachelor of Fine Arts in Graphic Design, summa cum laude**

**Maryland Institute College of Art, May 2015**

#### **Design Fellow**

**PNC Design Fellowship, Summer 2013**

### FAVORITE SLACK EMOJIS

